

SOCIAL MEDIA STRATEGIST, CERTIFICATE OF ACHIEVEMENT

Course	Title	Units
ENGL A123	Writing for Social Media	3
MKTG A100	Introduction to Marketing	3
CIS A132	Business Multimedia and Graphics	2-3
or DMAD A181	Introduction to Computer Graphics	
Total Units		16-17

Financial Aid Eligible

Banner Code: 1_CN_CMSM

Control Number: 38208

The Social Media Strategist Certificate of Achievement is intended to prepare students for careers in which they will use social media to promote products, individuals, and organizations. Courses emphasize the skills and tools necessary to analyze, create, implement and evaluate social media. A 'C' or better is required.

Program Outcomes

1. Students will be able to function effectively in an entry-level social media strategist position using the skills, principles, and tools acquired.

Certificate Requirements

Orange Coast College offers two types of certificate awards in career programs designed to prepare the graduate to enter a particular field of employment. At least 3 units in an advanced course from the certificate must be completed at OCC.

1. **Certificate of Achievement** - 8 units or more in a state-approved program. Certificates of Achievement are not automatically awarded. A petition must be filed in Enrollment Services or online at the beginning of the semester in which the student will be completing his or her final requirements. The petitioning periods are listed in the Graduation Requirements (<https://catalog.cccd.edu/orange-coast/graduation-requirements/>) section of this catalog.
2. **Certificate of Specialization** - 16 units or less in a locally approved program. Certificates of Specialization are not automatically awarded, not printed on official academic transcripts, and there is no acknowledgment of completion given at graduation. Please contact the division for details regarding the submission of petitions as procedures for each division vary. Most division offices prefer that students complete all of the required courses and then provide a copy of the transcript while some divisions allow petitions for Certificates of Specialization before finishing.

Minimum Grade Requirement

In order to be awarded a certificate, students are required to obtain a grade of "C" or better in all program-required courses. Grades of "CR" or "P" will be accepted whereas "CR" or "P" meets the equivalency of a "C" or better. A list of certificate programs can be found in the Programs A-Z (<https://catalog.cccd.edu/orange-coast/programs-study/>) section of this catalog. Check with a counselor to determine the requirements for completion.

Course	Title	Units
CMST A109	Social Media Strategies	3
CMST A236	Directed Practice for Social Media Strategist	2
CMST A185	Public Relations	3
or BUS A185	Public Relations	
or FASH A225	Media, Events, and Promotions	